

Position Description

Position title:	Account Director
Reports to:	General Manager
Location:	Elevate Communication 4/13 Manilla Street, East Brisbane, QLD 4169
Working hours:	08:30 – 17:00

ABOUT ELEVATE

Elevate is an independent strategic communication agency with a 18-year history of growing and protecting Australian brands across the private, public and not-for-profit sectors in industries spanning government, agribusiness, education, franchise, healthcare, manufacturing, property and technology. Our team of marketing, communications and event professionals share a collective purpose: to make a positive impact on our clients, team and community through marketing communication excellence. Our success is anchored in our unique ELEV8 methodology, empowering our team to consistently deliver impactful results.

THE ROLE

The Account Director helps Elevate achieve its vision to be our client's trusted marketing communication partner and a preferred partner for the Brisbane 2032 Olympic and Paralympic Games and desirable QLD projects. The role is a part of Elevate's leadership team and is responsible for ensuring our client teams meet financial targets, deliver exceptional work for our clients and attract and retain high performing and happy team members.

RESPONSIBILITIES: CLIENT MANAGEMENT

Ensures the retention, acquisition, growth and satisfaction of clients:

STRATEGY

- Directs the delivery of a broad range of PR and communication campaigns on behalf of clients including media relations campaigns, social media management, issues and crisis management, virtual and physical events, award strategies and submissions, guest speaker and keynote opportunities, profiling and thought leadership programs, website and online content creation, stakeholder and community engagement, and internal communications.
- Leads and develops client strategies, including facilitating strategy workshop, develops strategic plans that meet client objectives and defines appropriate Scope of Work and KPIs for the implementation of the plan. Directs supporting team members.

- Monitors the implementation of communication programs to ensure they are on strategy and continue to meet client requirements. Reviews and refines strategy as needed.

CLIENT MANAGEMENT

- Builds and maintains strong relationships with clients. Seen as a trusted advisor and senior counsel. Has a strong and compelling presence at key client meetings e.g. strategic reviews or issues management meetings.
- Ensures team members manage clients effectively. Constantly reviews work in progress with team to ensure Scope of Work is delivered, KPIs are met and that exceptional client service is always delivered.
- Pre-empts, identifies and resolves client issues and ensures team does the same. Acts quickly and calmly to resolve issues and implement effective solutions, identifying systems to prevent future recurrence.
- Monitors client feedback through regular 1-1 communication with clients and reports updates to Leadership Team. Creates and delivers an action plan to address feedback and improvement areas where required.

CAMPAIGN DELIVERY

- Ensures client campaigns are delivered effectively on strategy, on time and on budget. Troubleshoots concerns effectively with team and escalates appropriately to the GM.
- Ensures all content created on behalf of clients (written, visual, video etc) is of exceptional quality and achieves the expected outcome.
- Oversees media relations activities effectively. Ensures stories, angles and media releases are of a high standard before being shared with client for approval. Ensures media outreach strategies are effective and in line with client's goals and are delivered by the team effectively. Ensures coverage KPIs are determined at the outset and achieved. Pitches to high-level media as needed.
- Proactively seeks to build relationships with key media and influencers relevant to clients' work.
- Ensures all agreed client reporting is conducted accurately and in a timely manner. Attends key client meetings to present results.
- Monitors media for news relevant to our work and shares with client and team.
- Provides immediate support to clients in case of issues and crisis management (agreeing with client professional fees at an hourly rate to do so, if required). Manages issues and crises effectively, escalating these matters to the GM.

RESPONSIBILITIES: OPERATIONS

Ensure Elevate's business operates effectively:

- Adheres to Elevate's processes and policies. Ensures direct reports and other team members do the same.
- Identifies and develops processes and policies that enhance team performance.

- Meets target billability.
- Ensures clients are serviced to within target effective hourly rate.
- Tracks 100% of working hours.
- Works effectively and prioritises time to meet deadlines, leaving sufficient time for internal reviews and approvals required.

RESPONSIBILITIES: BUSINESS DEVELOPMENT

Drives business growth:

- Builds and maintains industry relationships and networks to generate BD leads.
- Works with team to convert leads in line with conversion targets. Leads strategy, creative, and presentation of key pitch proposals.
- Works with team to identify and convert existing client growth opportunities.
- Contributes to Elevate's BD and marketing strategy.
- Acts as a proud industry ambassador for Elevate, actively networks online and offline to build a strong, positive reputation for the agency.

RESPONSIBILITIES: PEOPLE

Leads client teams:

- Briefs and directs team members effectively.
- Expertly coaches team members, inspiring excellence and growth.
- Identifies HR issues and escalates to the GM and supports in managing team member.
- Creates and maintains team systems and culture that inspire excellence, growth and accountability in team members.
- Builds positive relationships with colleagues and agency partners.
- Supports team members with a high level of positivity and accountability.
- Always leads by example. Lives and breathes Elevate's values:



ABOVE AND BEYOND

We don't stop until it's WOW. We're always learning, evolving, looking for ways to improve. We deliver an exceptional experience.



SKY'S THE LIMIT

We aim high, and believe everything is possible. With a positive, can-do attitude, we solve complex problems, and we make an impact on our clients, our staff, and our community.



RISE TOGETHER

We bring our strengths together, and we embrace different perspectives. We work in partnership with others, to unleash potential.



HIGHER GROUND

We hold ourselves to high professional standards, and we lead by example. Integrity and ethics are core to everything we do.

REQUIREMENTS

- Mandatory over 2 years agency experience in a PR, communications or marketing agency.
- At least 5 years experience in the communications industry, including leadership experience in an agency or similar environment.
- Excellent communication skills, strategic ability and creative thinking.
- Proven team leader who inspires, guides and supports staff to perform to their highest potential and delivers exceptional work and outcomes for Elevate and its clients.
- Proven client leader. Able to build high level relationships with stakeholders at all levels of business.
- Strong commercial acumen, financial management and negotiation skills.
- Excellent understanding of the Australian media and marketing landscape (traditional and digital).
- Excellent contacts in the media, marketing and business world, including with stakeholders, journalists and influencers relevant to Elevate's business. Networks to continually build on these.
- Self-motivated with a positive can-do attitude and a high-level of accountability.
- Proven ability to work calmly and effectively in a fast paced, dynamic and deadline-driven environment.
- Motivated to work as part of the leadership team of an independent agency and to shape the vision, culture, and growth of the business.